

## ABSTRAK

Dalam mengoptimalkan nilai perusahaan dapat dicapai melalui fungsi manajemen dan semakin tinggi nilai perusahaan menjadikan suatu keinginan bagi pemilik perusahaan, karena nilai yang tinggi menunjukkan kemakmuran pemegang saham tersebut. Nilai perusahaan merupakan persepsi investor terhadap perusahaan, yang sering dikaitkan dengan harga saham.

Penelitian ini bertujuan untuk mengetahui pengaruh profitabilitas (ROA), likuiditas (CR), dan *leverage* (DER) terhadap nilai perusahaan (PBV) *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2014-2018. Populasi dalam penelitian ini sebanyak 18 perusahaan *food and beverage*, teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling*, sehingga ditentukan sampel berdasarkan kriteria sebanyak 11 perusahaan. Teknik analisis data menggunakan analisis regresi linier berganda dengan alat bantu aplikasi SPSS 25.

Hasil uji hipotesis (uji t) menunjukkan bahwa variabel profitabilitas (ROA) berpengaruh signifikan terhadap nilai perusahaan (PBV), likuiditas (CR) berpengaruh signifikan terhadap nilai perusahaan (PBV), sedangkan *leverage* (DER) berpengaruh tidak signifikan terhadap nilai perusahaan (PBV).

Kata Kunci: profitabilitas, likuiditas, *leverage* , nilai perusahaan.

## **ABSTRACT**

A firm value be achieved and optimized management funtions. The higher level of firm value makes the owners derise within a company and shows the prosperity of sthakeholders. The firm value is the investors perception of the company which is often associated with stock prices.

The research aimedc to determine the effect of profitability (ROA), liquidity (CR), and leverage (DER) on the value of food and beverage companys (PBV) listed on the indonesia stock exchange (BEI) within the 2014-2018 period. The population of this research were 18 food and beverage companies. While the sampling techniqe of this research used puposive sampling method. This the samples were determined based on criteria of 11 companies. Data analysis technique applied multiple linear analysis regression analysis with SPSS 25 application tools.

The hypothesis resulth showed that the Profitability which is measured by Return on Assets (ROA) has a significant and positive effect on firm value (PBV). Liquidity as measured by Current Ratio (CR) has a significant and negative effect on firm value (PBV).Leverage measured by Debt to Equity Ratio (DER) is insignificant and has a negative value to the company value (PBV).

Keyword: profitability, liquidity, leverage , company value.